

# RICHMOND--The Open Door To the South

## AMERICA'S UNIQUE COMMERCIAL CITY--MARKET PLACE OF DIXIE

### HISTORIC RICHMOND, VA., ALWAYS IN THE LIMELIGHT

To tell the story of Richmond is to tell the story of energy, determination, and work, with a reward to point to that makes the hearts of men proud. Famed the wide world for gracious hospitality the queen city of the South impresses the newcomer with a sense of progress, of desire to be in the van of all that is good and great, and all agree that Richmond "makes good."

Around about this beautiful city are wondrous monuments in marble and bronze of the cherished past. Of the present and future are towering edifices where life and industry thrive. On hills and valleys are busy factories where the products of men's genius and commercial skill are made for sale and shipment to the four corners of the earth.

Beautiful churches, schools, and colleges abound in a ratio per capita which few cities dare boast of.

Enshrined in the hearts of all true Americans is the historic phases of Richmond's career, since the day of its founding by Col. William Byrd in 1722, through all its vicissitudes until today. So well known are all that to recall them is but to remind of an occasional fact temporarily forgotten.

Men of Richmond of the present day

are alert in keeping alive every endearing tradition in its history and in making industry thrive in every branch of commercial activity that the generation of to-day and those to come shall ever be the proud proclaimers of Richmond's praises.

The population of Richmond is about 127,668 and the building activity for 1912 was the greatest in its history, equalling about \$5,500,000.

**Financial Richmond.**  
Recognized the country over as one of the financial centers of the country, the financial strength of Richmond stands as a monument to its aggressive commercial activity and the foresight, wisdom and at the same time conservatism of its bankers, who have ever been mindful of the importance of their actions and the influence they have on the material prosperity of Richmond and the South.

An array of interesting figures, compiled by W. M. Habington, chairman of the board of directors of the First National Bank of Richmond, being a comparative statement of the Richmond banks, should interest every reader of The Washington Herald.

#### COMPARATIVE BANK STATEMENT, RICHMOND BANKS.

ASSETS	1907	1908	1909
Loans and discounts	\$1,007,123.36	\$1,200,379.78	\$1,702,044.11
Bonds	3,309,963.55	3,753,979.77	7,327,343.48
Real estate	584,532.75	585,008.94	1,086,323.80
Cash and due from banks	1,024,946.63	1,773,879.81	11,300,001.79
<b>Total assets</b>	<b>\$6,926,568.29</b>	<b>\$7,313,238.30</b>	<b>\$21,415,713.18</b>
<b>LIABILITIES</b>			
Capital	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00
Surplus and undivided profits	2,567,348.25	3,000,000.00	4,300,000.00
National bank notes	14,437.50	2,317,340.00	3,281,000.00
Bond accounts	1,437,061.23	1,437,061.23	1,437,061.23
Bank deposits	184,400.00	761,522.00	761,522.00
Deposits	14,141,220.37	20,505,200.00	45,577,490.95
<b>Total</b>	<b>\$21,415,668.35</b>	<b>\$21,415,668.35</b>	<b>\$21,415,668.35</b>
Bank deposits—1907, \$17,537,475; 1908, \$18,794,822; 1909, \$20,515,301; 1912, \$20,797,122.			



HOME OF STRAUS, GUNST & CO., RICHMOND, VA.

#### STRAUS-GUNST COMPANY.

For Thirty-five Years the House of Quality.

Our plant, which we herewith present, is thoroughly equipped with all modern

appliances known to the art of blending fine whiskies. The phenomenal growth of our celebrated brands to evidence of the satisfaction offered the trade, and by careful study and close affiliation to the wants of the public enables us to safely say that we are the largest and

most complete whisky house in the South.

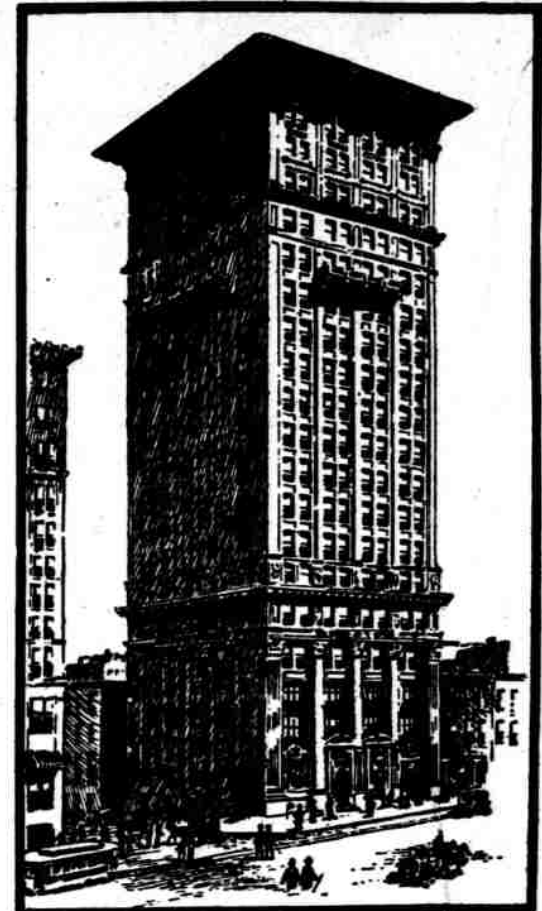
Special advertised brands: Roamer Malt Whisky, Old Henry Whisky, Full Dress Maryland Rye, Jefferson Club Whisky, Turkey Gin.



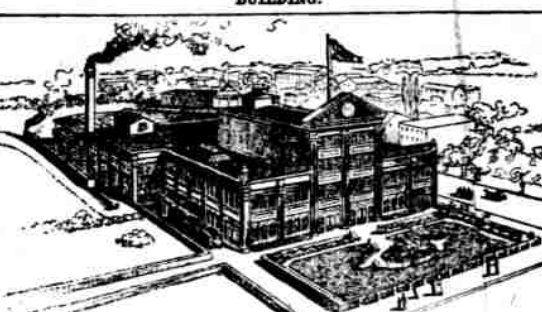
THE MAGNIFICENT PLANT OF THE STEPHEN PUTNEY SHOE COMPANY, RICHMOND, VA.

Few businesses can boast almost a century of commercial activity, and yet that is what Richmond's great shoe manufacturing company, Stephen Putney Shoe Company, has to its credit. Established in 1817 this company has made continued strides, and sells their shoes

"Battle Axe" shoes and to-day the extensive factory establishment and force of workmen and salesmen make them leaders, and every visitor to Richmond is accorded a cordial invitation to visit their plant, see shoes made and enjoy an educational treat in manufacturing footwear nowhere else obtainable.



RICHMOND'S NEW SKYSCRAPER, FIRST NATIONAL BANK BUILDING.



PLANT OF THE C. F. SAUER COMPANY, RICHMOND, VA.

#### THE C. F. SAUER COMPANY

Sole Owners and Manufacturers of Sauer's Extracts.

Imbued with the spirit of work and efficiency, C. F. Sauer over a quarter of a century ago realized the need of the housewife for pure flavoring extracts which could be supplied by one who made it the manufacture of flavoring extracts a business. In a short time the merit of the product began to be a household word and from all over Virginia orders came to Mr. Sauer for his extracts. Attention to every detail and earnest consideration of the demands of the trade brought an ever increasing demand and

consequent prestige. Now Sauer's extracts are sold in every State in the Union, by a corps of forty-eight salesmen. So great has the business become that two hundred and fifty-five men are employed by the company to make their own bottles. In addition to this, a force is employed to take the boxes in which the bottles of extracts are shipped.

To-day the C. F. Sauer Company enjoys the reputation of having the largest selling brand of extracts in the United States—and the great factory plant in Richmond where they conduct the wonderfully successful business stands as a monument to "Sauer's" which all Virginians and Americans can tell be proud of.



New Home Office Building of the Life Insurance Company of Virginia, Richmond Va., Owned and occupied exclusively by the company.

J. G. Walker, president; E. D. Harris, first vice president; W. L. T. Rogers, second vice president; A. S. Hurt, secretary; B. H. Walker, assistant secretary.

A large amount of praise has recently been bestowed upon the Life Insurance Company of Virginia in connection with the magnificent home office building it now occupies in the city of Richmond. The structure is five stories in height, which may subsequently be added to if deemed necessary, constructed of stone over a steel frame, is thoroughly fireproof and equipped with every modern device for the comfort of its occupants and for the facile transactions of business. It is occupied exclusively by the Life Insurance Company of Virginia, whose rapid growth in recent years has resulted in the acquisition of a large office force, which can now work amid almost ideal surroundings. Residents of Richmond have dubbed this new home office

the "prettiest building in Richmond." In any event, it may safely be stated that it is the largest and finest building in the South, owned and occupied exclusively by a life insurance company.

The Life Insurance Company of Virginia proudly claims, and with justice, that it is the oldest, largest, and strongest Southern company of its class. From small beginnings in 1871, it has developed until now it shows a premium income of over three million dollars per annum, with approximately eighty-six millions of insurance in force, representing over six hundred thousand policies. It operates in some eight States, each of which is closely cultivated by an efficient agency force, and it has established a splendid reputation for fair treatment of policyholders and claimants. The official staff is made up of experienced insurance men who have no opportunity of furthering the company's interests.

FINANCIAL CONDITION, DECEMBER 31, 1912.

ASSETS	
Bonds and mortgages based on real estate	\$1,300,000.00
Real estate	1,000,000.00
State bonds (market value)	144,000.00
Municipal bonds (market value)	100,000.00
Miscellaneous bonds (market value)	67,000.00
Real estate (market value)	67,000.00
Bank and trust company stocks (market value)	71,000.00
Miscellaneous stocks (market value)	3,000.00
Loans on collateral	22,000.00
Loans on company's policies	51,000.00
Cash in banks and trust companies on interest	30,000.00
Cash in claims and in hands not on interest	10,000.00
Interest and rents due and accrued	20,000.00
Net uncollected and deferred premiums and premium notes and all other assets	114,000.00
<b>Total admitted assets</b>	<b>\$3,078,000.00</b>
LIABILITIES	
Reserve on policies in force as stipulated by the actuary of the company	\$2,575,000.00
All other liabilities	503,000.00
<b>Total liabilities</b>	<b>\$3,078,000.00</b>
Capital stock	500,000.00
Surplus	1,073,000.00
<b>Sum of assets over liabilities</b>	<b>\$2,578,000.00</b>
<b>Total</b>	<b>\$5,656,000.00</b>



THE JEFFERSON, RICHMOND, VA.

"A great hotel" and "a good hotel," it has been said oftentimes, is the best advertisement any city could have. "The Jefferson," when mentioned, brings to mind, without a second's reflection, Richmond, and identified with the progress of the Richmond of to-day is "The Jefferson."

Beautiful in design, elegant in appointment, located in the heart of the handsome residential section of the city, a beautiful and historic environment, and yet convenient to the business section,

"The Jefferson" looms large in the mind and the heart of the folks of Richmond, of the Southland, and of America, and to those who have enjoyed its hospitality, its a daily pleasure to tell of the excellent service, as they go onward on "life's journey." Furnishings of its 400 guest rooms are of a pleasing character and its cuisine delightful. Representing an investment of \$2,000,000, beautiful in its Spanish design, it stands to-day, without doubt, the South's most magnificent hotel.



AMERICAN NATIONAL BANK BUILDING, RICHMOND, VA.



MUTUAL BUILDING, HOME OFFICE OF MUTUAL ASSURANCE SOCIETY OF VIRGINIA.